



February 2009

GRAPHIC DESIGNER

DEFINITION

Under general direction, provides graphic design support in the Central Services Department for citywide projects.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Central Services Director. Exercises no direct supervision of staff.

CLASS CHARACTERISTICS

This is a single position, journey level classification. Incumbents at this level are capable of applying citywide printing and electronic communication standards through planning, designing, and producing camera-ready art and written materials ranging in complexity for customers within the City.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Plans, organizes, develops, designs, types, edits and proofreads a variety of Citywide and department level projects and electronic communications ranging in complexity; produces camera-ready art or written material for major documents, websites and informational programs; uses independent judgment based on knowledge of the English language and design principles; determines project objectives. Works from rough data or customer concepts. Projects may include display materials, newsletters, posters, report covers and brochures.
- Researches, writes and/or synthesizes text for project materials.
- Provides consulting services to staff on the design and preparation of citywide and department level print and electronic communications; gathers information and develops designs and specifications.
- Assists in the evaluation of publication work produced for public dissemination by staff in other departments and makes revisions or recommendations for revisions based on the City's branding standards.

QUALIFICATIONS

Knowledge of:

- Principles and practices of graphic design, layout, and word processing.
- Professional graphic design techniques and software for print and web applications.
- Related computer hardware including scanning, printing, and photographic equipment.
- Modern office practices, methods and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for dealing effectively with City staff, in person and over the telephone.

- Techniques for providing a high level of customer service to public and City staff, in person and over the telephone.

Ability to:

- Use computers and graphic design software including Adobe InDesign, Illustrator, Photoshop, and Acrobat.
- Communicate clearly and effectively with staff, community members, local agencies, and vendors, orally and in writing.
- Participate on a team and in a team environment including developing a team approach to producing high quality results.
- Plan, organize, and carry out assignments with minimal direction.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Comprehend and use English effectively including producing all forms of communication in a clear, concise, and understandable manner to intended audiences.
- Use tact, initiative, prudence and independent judgment within general policy, procedural and legal guidelines.
- Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience which would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to a 2-year college degree in graphic design or graphic communication in addition to at least one year of full-time work experience in a design environment or equivalent experience.

Licenses and Certifications:

- Possession of a valid driver's license with a satisfactory driving record is preferred.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.